

## **A Study on Impact of Promotional Mix on Brand Equity with Special Reference to Franchise Fast food Restaurants in Colombo District**

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Promotional mix is the important tool between the service providers and the customers in building up a good relationship among them. It is the stimuli factor to the service consumers. This study sought to analyze brand equity with promotional mix in franchise fast food restaurants in Colombo district. The present study empirically evaluated five promotional mix dimensions (advertising, sales promotion, personal selling, direct marketing, public relation) and their impact on brand equity in franchise fast food restaurants in Colombo district. The sample consisted of 90 customers of 9 franchise fast food restaurants in Colombo district. Primary data were gathered through a structured questionnaire among the respondents in sample. The research findings revealed that there is a strong positive relationship between promotional mix and brand equity and all the promotional mix dimensions have scored higher value with existing promotional mix. However, advertising and direct marketing are the key factors that influence mostly on brand equity in franchise fast food restaurants. In the light of the results, possible managerial implications are discussed and future research subjects are recommended. This research contributes to the growing literature on the franchise fast food restaurants in Colombo district.

**Keywords:** Promotional mix, Brand equity, franchise fast food restaurants